

**To:** Tim Regan

**Date:** 5/05/04

**From:** Justina Mazza

**cc:** Paul Heron

**Subject:** Tuck Tab R&D Project Evaluation

After having worked on the subject project for several weeks I advise that VF Intimates give serious thought to this project relative to proceeding with rapid implementation as it's peak from a business perspective is very seasonal. That's not to say the business would not be there all year long. We all know, see and are very aware that women share a universal need to keep bra straps hidden under their clothing whether it is on a simple day to day basis, or perhaps on vacation or a special event. To date, there is no effective resolution that exists to solve this problem. The "Tuck Tab" is extraordinarily different and has a unique market appeal that will benefit consumers wanting greater comfort, reliability, mobility and support in a brassiere product. It offers a modern feel and a novel design attracting high demand and a loyal following. Rest assured, if VF Intimates does not jump at this concept the competition will.

With the right marketing strategy, which is extremely important, this design would enhance our current product line and grow our business. Providing we have the right product fit and quality. It would be delivering a long time coming solution to the consumer and VF Intimates would be in the limelight. However, I cannot emphasize the importance of the marketing strategy behind it, the consumer instructions must be kept simple but clearly. This would be offered very similar to that of a Band-Aid or a cosmetic facial item. A one time use. Disposable. It would have to be decided upon to be offered as possibly a 3 pack or 6 pack whichever management would decide.

- A. Over the last several weeks after many phone calls and e-mails, we have made several revisions (improvements) to the initial tabs. The shape can be referred to that of a bow or a butterfly. Initially there would be two (2) sizes. One is approximately 5/16" and the second would be 7/8". The tab in the center has a deaden area where there is no adhesive. This is where the strap would be positioned offering the strap to be mobile. The final design of the peel back liner will have an extension approximately 1/8" lip for ease in peeling off the liner which covers the adhesive.
- B. Rotary dies would have to be made which cost approximately \$1,000 per die. Relatively a small investment for a compelling wise business opportunity.
- C. In evaluating to understand that the appropriate tests have been performed for this project. The pressure sensitive adhesive has been tested via the cytotoxicity method and found to be nontoxic.
- D. I have copies of the MSDS sheets as well as the fabric specifications.
- E. My one concern is that I have not seen the confidentiality agreement that Ellen signed. In speaking with Amanda it was an agreement she had sent in and not our standard confidentiality agreement prepared by our legal corporate counsel.

- F. The samples to conduct our internal wear test were made in a sample environment and trimmed by hand using an exacto-knife so keep in mind there was some minimal residue remaining on the tabs which will not be the case in the production goods. Following are some of the internal comments which concur with the tests performed externally:**

**It really works. The straps did not slide out but yet they moved up and down. I like it so much and feel like there is still some of the sticky stuff left that I am going to try to use them again.**

**I like the shape. Once I had them on they were entirely comfortable. As you said, adjusted properly the bra straps slip through the middle of the tab as you move. Are you thinking of colors at all? I thought pink or skintone would be nice. Thanks for choosing me. I enjoyed this unique wear test.**

**The tuck tab worked great. Better than I expected. I did not even feel it was there. The tab kept the bra straps in place through out the day. On one of tabs, I did make a little boo boo when I peeled off the side tab; the adhesive adhered at the end of the edge corner. I pulled off the stucked edging and tried to straighten it out before adhering to the clothing garment that I was wearing. This tuck tab is definitely better than adding safety pins to prevent the bra straps from sliding shifting from the shoulders.**

**I think it is great! I would buy some. Will the tuck tab come in different colors? Example: Basic colors (white, black, nude) and maybe some fun fashion colors?**

**I completed the wear test on Sunday. I used it with a white cotton T-shirt. I didn't have any troubles with the strap. I will admit though that I would probably only purchase this item for special occasion dresses.**

- G. With all of the time spent on this project, this should be a joint provisional patent.**
- H. A decision needs to be made quickly if we would want to proceed to make delivery for either the end of June of '04 or perhaps for the week of July 4<sup>th</sup> and a timeline needs to be established which I can coordinate. Some of the events would naturally occur parallel, thereby making this possible.**

**In summary this concept is: Cost effective**

**Wear test validated**

**Long time coming solution to the consumer**

**VF Intimates would be the first**

**Compelling business opportunity**

**Natural, value-added line extension for VF Intimates**

**Potential for high margins**

I will not devote anymore time on this project until you advise me as to how management decides as to the direction we want to proceed. However, in that I have been having daily communication (on many days several times) with Amanda and the manufacturers, please advise as soon as possible, for it would not be fair in not knowing how to respond on the status should I hear from any one of them. I look forward to hearing from you.